

## Message Text

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PAGE 01 DAKAR 00218 140831Z

12

ACTION AF-06

INFO OCT-01 ISO-00 EB-07 RSC-01 /015 W

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R 140800Z JAN 75

FM AMEMBASSY DAKAR

TO USDOC/WASHDC

SECSTATE WASHDC 9505

UNCLAS DAKAR 0218

EO 11652: NA

TAGS: BEXP, BTRA, ETRN, SG

SUBJ: MACK TRUCK IN SENEGAL

REF: DAKAR 0042

1. MACK TRUCK AFRICA SALES MANAGER FRANK WRIGHT VISITED DAKAR IN LATE DEC TO DISCUSS POSSIBLE MACK ASSEMBLY PLANT IN SENEGAL. WRIGHT DISCUSSED FORMATION OF LOCAL CO WITH JULES MR JULES LEMAIRE-FRENCH-MAN WHO OWNS SACICA, LOCAL TRANSPORTER, GARAGE, AND TIRE IMPORTER- AND LOCAL POLITICAL FIGURES ABADOU CISSE DIA, PRES. OF NATIONAL ASSEMBLY AND ETIENNE CARVALHO VICE PRES. OF NATIONAL ASSEMBLY. PLANS CALL FOR ABOVE MEN TO CREATE LOCAL CO. AND OBTAIN NECESSARY CLEARANCES FROM SENEGALESE GOVT.

2. PLANT TO ASSEMBLE 100 DIESEL TRUCKS IN FIRST YEAR WITH HOPE FOR EXPANSION, INCLUDING MAURITANIAN, MALIAN AND GAMBIAN MARKETS. MACK HOPES TO HAVE PLANT FUNCTIONING BY DEC 1975. MACK OFFICIALS ESTIMATE \$2 MILLION INVESTMENT REQUIRED FROM LOCAL PARTNERS. MACK AT PRESENT DOES NOT PLAN TO TAKE EQUITY SHARE IN LOCAL CO.

3. AS FIRST STEP MACK HOPES TO EXPORT HANDFUL OF ALREADY ASSEMBLED MACK MODELS FROM US TO SENEGAL TO TEST MARKET AND DETERMINE WHICH MODEL BEST ADAPTED TO LOCAL CONDITIONS. LOCAL BERLIET (FRENCH) ASSEMBLY PLANT

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PAGE 02 DAKAR 00218 140831Z

BENEFITS FROM CUSTOMS PROTECTION AND GUARANTEED MARKET

SHARE,SO MACK AND LOCAL PARTNERS MUST GET NECESSARY  
IMPORT AUTHORIZATIONS WHICH MAY PROVE DIFFICULT.

4. WRITHT'S ASST JEAN UMMELS PLANS RETURN TO  
DAKAR LATE JAN TO FOLLOW-UP. LOCAL PARTNER  
CARVALHO ATTENDING MACK DISTRIBUTOR CONVENTION IN  
MUNICH JAN 12-15 (REFTEL).  
AGGREY

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 14 JAN 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Document Number:** 1975DAKAR00218  
**Document Source:** CORE  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Office:** ACTION AF  
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**Original Handling Restrictions:** n/a  
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**Page Count:** 2  
**Previous Channel Indicators:** n/a  
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**Previous Handling Restrictions:** n/a  
**Reference:** 75 DAKAR 0042  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** buchant0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 04 APR 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <04 APR 2003 by McShalBA>; APPROVED <07 JAN 2004 by buchant0>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** MACK TRUCK IN SENEGAL  
**TAGS:** BEXP, BTRA, SG  
**To:** COM STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006